

**ABSTRACT**

An interactive display system for a vehicle including a heads up display system for projecting text and/or graphics into a field of view of a forward-facing occupant of the vehicle and an occupant-controllable device enabling the occupant to interact with the heads up display system to change the text and/or graphics projected by the heads up display system or direct another vehicular system to perform an operation. The device may be a touch pad arranged on a steering wheel of the vehicle (possibly over a cover of an airbag module in the steering wheel) or at another location accessible to the occupant of the vehicle. A processor and associated electrical architecture are provided for correlating a location on the touch pad which has been touched by the occupant to the projected text and/or graphics. The device may also be a microphone.